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ABSTRACT

The Creative Business Ownership for Women Project was established at Valencia Community College (Florida) to provide displaced homemakers and single parents with the special help they need to achieve entrepreneurial success. During the course of the project, displaced homemakers, single parents, and rural disadvantaged women interested in owning a small or home-based business were recruited and offered a series of four seminars on how to start a home-based business and four workshops on how to advertise and promote a business. Program participants were offered business skills training in four specialized workshops, and personal counseling, referrals, and follow-up were provided. A 1985-86 survey of female entrepreneurs was updated, and a network for women business owners and for women interested in starting a business was established. (Thirty-four attachments are appended to the nine-page project report. Included among them are a self-assessment for prospective entrepreneurs, a list of community resources that can provide assistance to persons starting businesses, summaries of the seminars on starting a home-based business, ideas for home-based businesses, information on the women's business owners network sponsored by Valencia Community College, workshop follow-up surveys, newspaper articles on successful female business owners, and information on services offered through the Creative Business Ownership for Women Project.) (MN)

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ED285047

Final Report

Project No. DVE 482-15170-7-2E07

From July 1, 1986 to June 30, 1987

Creative Business Ownership for Women

Valencia Community College
Post Office Box 3028
Orlando, Florida 32802

Constance Q. Fisher
Vera R. Poitier

The project reported herein was conducted pursuant to a grant from the Division of Vocational Adult and Community Education, Florida Department of Education. Contractors undertaking such projects are encouraged to express freely their professional judgements in the conduct of the project. Points of view or opinions stated do not, therefore, necessarily represent the official position of policy of the Florida Department of Education.

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PREFACE

More and more women are entering the job market, not necessarily by choice, but by necessity. The majority tend to enter traditional low-paying, dead-end jobs. Entrepreneurship, a nontraditional option, can provide a way out of this cycle for many women.

Creative Business Ownership for Women recognizes that women need special help to achieve business success. The average woman faces barriers which impede her performance in business ownership: discrimination and stereotyping, including denial of credit; lower expectations and refusal to patronize. Scarcity of role models; underdevelopment of the entrepreneurial profile; and lack of specific business knowledge are other handicaps.

Through personal assessment, seminars and workshops, publication of a women-owned business directory, counseling, referrals, and establishment of a women business owners network, the Creative Business Ownership Project provided women, including displaced homemakers and single parents, with the information and support necessary to make informed decisions about business ownership as well as the opportunity for business management growth for those already managing a young business.

Many agencies and individuals have contributed to the success of this project: The Small Business Development Center, The Service Corps of Retired Executives (SCORE); Jeanie Linders, owner of The Linders Group; Merriam E. Johnson, owner of Innovative Resource Management; S.M.I.L.E. (Single Mothers in a Learning Environment); and the Community Service Center of South Orange County. Within Valencia Community College, the Institute for Business and Industry, the Council for Continuing Education for Women, N.O.T.E. (Nontraditional Options for Training and Employment), and the HRS and Vocational Education Displaced Homemaker Programs made important contributions.

ABSTRACT

Because displaced homemakers and single parents need special help to achieve entrepreneurial success, The Center for Continuing Education for Women at Valencia Community College established the Creative Business Ownership for Women Project, supported by funding from the Division of Vocational Adult and Community Education, Florida Department of Education.

The project: (1) Actively recruited displaced homemakers, single parents and rural disadvantaged women interested in owning a small or home-based business; (2) Provided a series of four seminars on how to start a home-based business and three seminars to disadvantaged women in two rural areas; (3) Offered four specialized workshops which provided business skills training for program participants; (4) Provided personal counseling, referrals and follow-up for course participants; (5) Updated and expanded the 1985-86 survey of women entrepreneurs; (6) Established a network for women business owners as well as for those interested in starting a business. This network, a highlight of the year, was organized in response to a community need, and provided a base for recruitment, education, training and moral support for women just starting out, thereby reducing the anxieties of "being on one's own." It also offered participants the opportunity to make contacts and patronize other women-owned businesses.

According to the 1986 White House Conference on Small Businesses, the shift from an economy based on manufacturing to one based on services and information will continue through the end of the century and the number of small businesses will continue to grow more rapidly in the next 15 years. The U.S. Census Bureau reports that women own one in four U.S. businesses but they generate only one-tenth of all receipts. Because Florida ranks fourth in the nation's states in women business ownership and the interest among Central Florida women in starting their own small businesses is so high, the need for this project's services and program will be even greater in future years.

INTRODUCTION

Florida has experienced dramatic growth and change in recent years. According to the U. S. Census Bureau, it ranks fourth among our nation's states in the number of women-owned businesses, but half of the women-owned businesses have gross receipts of less than $5,000 a year.

The Orange County Planning Board predicts a 60% increase in population between the years 1980 and 2000 and according to the most recent census figures, of the 14,000 single parent families in Orange County, 12,000 are female-headed. 83% of these households live at or below the poverty level.

The above statistics clearly reveal that women need special help in order to achieve business success or in finding jobs which can support themselves and their families.

Creative Business Ownership for Women recognizes that entrepreneurship can provide a viable means of support for single parents, displaced homemakers and other disadvantaged women of all ages. Additionally, because business ownership is a non-traditional career for women, those already in business for themselves lack many of the skills which help ensure business success. This project has addressed their needs through many educational and networking programs.

The objectives and outcomes of this project were as follows:

1. To recruit 110 displaced homemakers, single parents, and rural women interested in owning a small or home-based business.

   Outcome: 209 displaced homemakers, single parents and rural women were recruited.

2. To provide three or more business ownership seminars for 110 women interested in owning their own businesses with at least one of these geared to rural women and others specifically interested in home-based businesses.

   Outcome: Four "How to Start a Home-Based Business" Seminars were offered to 106 women (partially duplicated figure), of which 17 (unduplicated) were either displaced homemakers or single parents. Three workshops were held in two rural communities. 46 (partially duplicated figure) women attended, of which 12 were single parents or displaced homemakers.

3. To conduct three or more specialized instruction and/or management skills seminars for program participants.

   Outcome: Four workshops were held on "How to Advertise and Promote Your Business." 47 (partially duplicated figure) women attended. Four were single parents or displaced homemakers.

4. To provide counseling and follow-up for course participants.

   Outcome: 30 women received personal counseling, of which 14 were either displaced homemakers or single parents. Follow-up was conducted through mail outs of program announcements and a survey which was mailed to seminar participants.

5. To update the 1985-86 survey of women entrepreneurs.

   Outcome: The survey was updated and expanded. At least 100 additional owned businesses will be included in the second edition of The Directory of Women Owned Businesses.

A Women Business Owners Network was formed in response to the requests of women business owners and potential business owners. The network has been an overwhelming success, supplying educational information, training and support for women in all stages of business ownership. To date, 315 (partially duplicated figure) women have attended the meetings. 14 were single parents or displaced homemakers.

METHODS

The Creative Business Ownership for Women Project, located within the framework of The Center for Continuing Education for Women (See Appendix A) at Valencia Community College, met its objectives through a variety of activities:

1. (Objective: To recruit 110 displaced homemakers, single parents, and rural women interested in owning a small or home-based business.)

   Monthly presentations on business ownership were delivered to both displaced homemakers programs offered through The Center for Continuing Education for Women. A simple self-assessment inventory was administered to determine entrepreneurial attributes (See Appendix B). A general overview of business ownership as a viable option for earning a livelihood was discussed. Students were given information on the activities of Creative Business Ownership for Women as well as a list of community resources (See Appendices C and D). Informational letters were mailed to displaced homemakers and single parents who attended seminars given by The Small Business Development Center and The Women's Business Educational Council (See Appendix E). Outreach presentations on business ownership were delivered to two rural communities.

2. (Objective: To provide three or more business ownership seminars for 110 women interested in owning their own businesses with at least one of these geared to rural women and others specifically interested in home-based businesses.)

   A series of four seminars were held on "How to Start a Home-based Business" (See Appendix F). Promotion was conducted through flyers, local newspapers and radio announcements (See Appendices G and H). The seminars were held at the HRS Displaced Homemaker Center on consecutive Tuesday evenings, 7:00 - 9:30 p.m. Participants evaluated each session (See Appendix I). The Small Business Development Center served as a cosponsor, supplying speakers for two topics. The initial seminar included an entrepreneurship self-assessment profile and a brainstorming of ideas for turning hobbies or skills into a business (See Appendices J and K). "How to Write a Business Plan" was covered in the second session, with a home-based service business used as a model. Advertising, marketing and legal issues were included in the third week. Simple recordkeeping, information on the IRS, small business loans and insurance needs were presented at the final seminar. Seven women business owners participated, serving as role models for the students.

   Two workshops for low-income women were held in South Orange County. They were coordinated through the Community Service Center of South Orange County and a crafts instructor with the Winter Park Adult Vocational Center. As a result of an awareness program presented to a women's crafts group by N.O.T.E. (Nontraditional Options for Training and Employment) and Creative Business Ownership for Women Coordinators, four women indicated an interest in forming a cooperative effort to market and sell their crafts (See Appendix L). At a second workshop, craft items and target markets were decided upon. Further workshop plans were developed to include crafts instruction and and business "know how" (See Appendix M).

Through outreach presentations to S.M.I.L.E. (Single Mothers in a Learning Environment), a workshop was established to develop business plans for either a daycare center or commercial cleaning business (See Appendices N and O).

3. (Objective: To conduct three or more specialized instruction and/or management skills seminars for program participants.)

Because marketing and advertising are crucial to business success, four specialized instruction and training workshops were offered to women business owners and potential business owners. Jeanie Linders, owner and President of a local advertising agency volunteered to lead the workshops which were held on Tuesday evenings from 6:30 - 8:00 p.m. Sales literature, brochures, paid advertisement, public relations and promotions were covered during the workshops with emphasis on problem solving (See Appendix P).

4. (Objective: To provide counseling and follow-up for course participants).

Through personal counseling, participants were able to make wise decisions about business ownership. Issues varied - from "how to find a banker" to "I can't sell myself." Referrals were made to other agencies in the area, including the Small Business Development Center and S.C.O.R.E. (Service Corps of Retired Executives) which offered free counseling and seminars for starting and managing a small business. Participants were also directed to Valencia's Institute for Business and Industry for additional business management courses. "How to Start a Homebased Business" participants were mailed a survey three months following the series of seminars (See Appendices Q and R). Of the 13 who responded, four are self-employed; five are working in traditional jobs and four are unemployed. The women who are unemployed are still considering business ownership, but have postponed their plans for these reasons: dissolution of marriage, enrollment in full-time training programs, not ready for commitment, start-up costs.

All project participants received ongoing information about continued services and programs.

5. (Objective: To update the 1985-86 survey of women entrepreneurs).

A reception was held in October, 1986, to introduce the first edition of the Directory of Women Owned Businesses (See Appendix S). The purposes of the directory were: (See Appendix T)

- To focus attention on the scope and number of women-owned businesses in the community.
- To provide directory information to those individuals interested in patronizing women-owned businesses.
- To encourage "networking" among women business owners and those women interested in starting their own businesses.

The 1985-86 survey of women entrepreneurs was updated and expanded to include many additional women-owned businesses. Because the grant did not provide printing funds, a local bank has agreed to sponsor the 1987-88 Directory of Women Owned Businesses (See Appendix U).

A Women Business Owners Network was established in response to a community need and recommendation from the previous year's final report. The network, which was formed in December, 1986, met twice each month (See Appendices V and W). Programs included informal networking and educational presentations which dealt with issues and concerns of business ownership. A questionnaire was designed to determine the profile of members as well as the business subjects of interest to them (See Appendix X).

The project's advisory board met three times during the grant year. They received activity updates and participant evaluations. Their input and support were very helpful. Because the members were either business owners or had extensive business knowledge, their suggestions for speakers and role models were contributing factors to the success of seminars and workshops (See Appendices Y, Z, and AA).

The board included:

1. Joan Milligan, business owner - Homebased crafts and gifts
2. Ann Anderson, business owner - Homebased fashion sales
3. Frances Strawn, business owner - Residential Real Estate Agency
4. June Wallace, business owner - Financial Planner
5. Peggy Melvin, Banker
6. Linda Wells, Attorney

Project activities were publicized in local newspapers, flyers, brochures and radio announcements as well as by word of mouth (See Appendixes BB, CC, and DD). Reports of the project's progress and activities were presented at VCC's Open Campus general staff meetings (See Appendix EE).

Because of support and assistance from others, the Creative Business Ownership for Women Project was able to successfully meet its objectives. Guest speakers volunteered their time to deliver educational presentations at seminars, workshops and network meetings. Two part-time assistants were hired for the months of May and June to assist the coordinator with rural projects. Because their expertise was in small business management and both had previously been displaced homemakers, their contributions to rural activities were very beneficial. Disadvantaged rural women tend to have less education and training, more traditional beliefs concerning gender roles, and are usually isolated from nearby cities. The project's assistants were particularly helpful in giving support and offering training and assistance in developing small-scale enterprises.

A women business owners network quarterly newsletter, The Link, was designed and published through volunteer efforts of three network members (See Appendix FF).

Valencia Community College, through Staff and Program Development funds, sponsored the project coordinator's attendance at the Fourth Annual Entrepreneurship Education Forum at Ohio State University. Valuable information on entrepreneurial education was received, which assisted the coordinator in developing a successful, comprehensive program (See Appendix GG).

RESULTS AND FINDINGS

The five objectives of The Creative Business Ownership for Women Project were met. The women of Central Florida, including displaced homemakers, single parents and disadvantaged rural women have continued to maintain a high level of interest in programs and services which will assist them in making wise decisions about business ownership and business management. The Women Business Owners Network, has been one of the most important components of the project because it was a major vehicle to reach women who were interested in starting a business but lacked sufficient confidence and moral support.

The funding granted by the Florida Division of Vocational Adult and Community Education provided an opportunity for CCEW to expand its services. This funding included support for personnel, travel, printing, materials and supplies. (See Appendix HH)

Eight hundred twenty-eight (partially duplicated figure) people participated in the project. Two hundred nine (non-duplicated) of the participants were either single parents, displaced homemakers or disadvantaged rural women.

The chart on the following page describes in detail the results and findings of this project as they relate to programs and services offered and the number of participants enrolled, including the extent to which the targeted population participated.

CREATIVE BUSINESS OWNERSHIP FOR WOMEN

NUMBER OF PARTICIPANTS SERVED

ACTIVITY

	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	TOTALS	TOTAL D.H./S.P.
How to Start a Homebased Business (4 seminars)						63	43					* 106	17
Network Meetings					50	31	37	38	49	60	50	* 315	14
Advertising Workshops									13	23	11	* 47	4
Directory Reception			86									86	6
Presentations to HRS Displaced Homemakers	24		18	13			23	10				88	88
Presentations to Vocational Education Displaced Homemakers	10	12	21	12			12		10		7	84	28
Personal Counseling	3	11	2	2			2	3	2	1	4	30	14
Informational Outreach to Displaced Homemakers and Single Parents			19					7				26	26
Rural Outreach, Taft									8	16	8	* 32	2
Rural Outreach, Apopka										6	8	14	10
TOTALS	37	23	146	27	50	94	117	58	82	106	88	* 828	209

*Partially duplicated figures

CONCLUSIONS AND RECOMMENDATIONS

Conclusions:

1. In order to prepare women for the realities of business ownership, personal self-assessment as it relates to entrepreneurial personality characteristics is an important aspect of this project.

2. Community linkages with business owners and other agencies enhanced the quality and number of services which could be offered.

3. It was especially important for displaced homemakers and single parents to understand the realities of business ownership and the importance of writing a business plan.

4. Based on participant evaluations, role models (women business owners) were one of the most valuable components of the homebased business seminars.

5. The Women Business Owners Network was highly successful because it provided:

   - the opportunity for women to network with each other
   - educational programs and training
   - support for women who were interested in starting a business but lacked self-confidence

6. Specialized workshops set up as training practicums were valuable because of "problem solving" for individual businesses.

7. The Directory of Women-Owned Businesses for Orlando and vicinity was a highlight of the year because it encouraged patronage of women-owned businesses and contributed to sex equity in the business world.

8. Personal counseling provided the target population with encouragement and practical information, from where to go for more education to specific problems such as pricing a service or product.

9. Because the United States is rapidly moving towards a more entrepreneurial society, the need for this project will continue to increase.

Recommendations:

1. A 12- to 15-week course on starting a business should be developed for displaced homemakers, single parents and other disadvantaged women. In addition to covering the basics of business ownership, two other components would provide "hands on" experience which would help ensure business success for women who lack business skills:

   a. Each participant would be required to write a business plan during the course of the program.

   b. Job shadowing would provide valuable experience and training for participants.

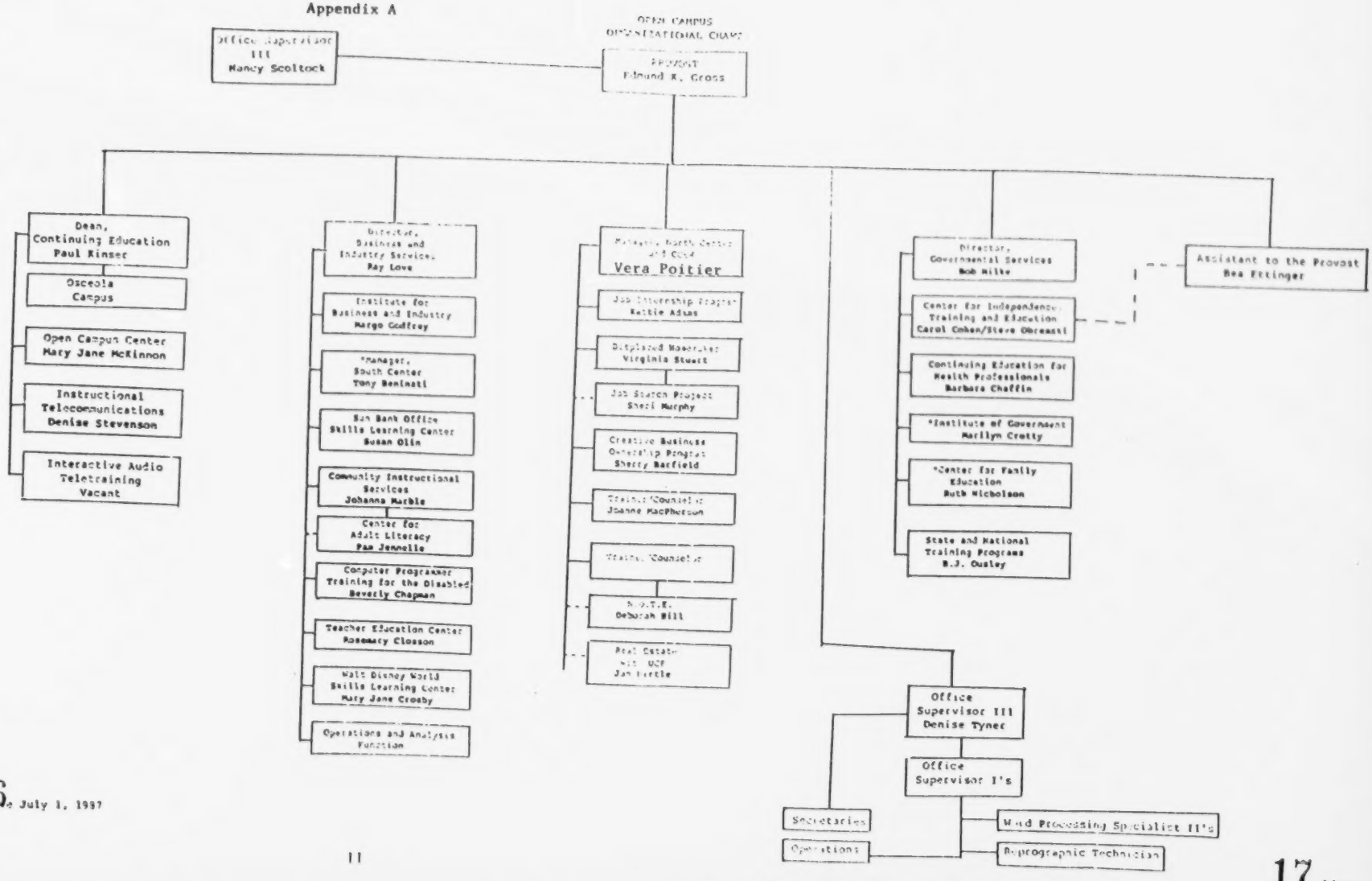
2. Home-based business start-ups should continue to be encouraged to displaced homemakers and single parents because of lower risks.

3. The Directory of Women Owned Businesses for Orlando and vicinity should continue to be expanded and updated.

4. The possibility of enrolling participants as continuing education students should be considered as a procedure to generate FTE for Valencia Community College.

5. Because of the difficulties experienced in outreach to rural areas, special help and guidance to this population should continue to be a vital part of this project.

Appendix A



• Effective July 1, 1987

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Worksheet No. 1

Under each question, check the answer that says what you feel or comes closest to it. Be honest with yourself.

Are you a self-starter?

- ☐ I do things on my own. Nobody has to tell me to get going.
- ☐ If someone gets me started, I keep going all right.
- ☐ Easy does it. I don't put myself out until I have to.

How do you feel about other people?

- ☐ I like people. I can get along with just about anybody.
- ☐ I have plenty of friends—I don't need anyone else.
- ☐ Most people irritate me.

Can you lead others?

- ☐ I can get most people to go along when I start something.
- ☐ I can give the orders if someone tells me what we should do.
- ☐ I let someone else get things moving. Then I go along if I feel like it.

Can you take responsibility?

- ☐ I like to take charge of things and see them through.
- ☐ I'll take over if I have to, but I'd rather let someone else be responsible.
- ☐ There's always some eager beaver around wanting to show how smart he is. I say let him.

How good an organizer are you?

- ☐ I like to have a plan before I start. I'm usually the one to get things lined up when the group wants to do something.
- ☐ I do all right unless things get too confused. Then I quit.
- ☐ You get all set and then something comes along and presents too many problems. So I just take things as they come.

How good a worker are you?

- ☐ I can keep going as long as I need to. I don't mind working hard for something I want.
- ☐ I'll work hard for a while, but when I've had enough, that's it.
- ☐ I can't see that hard work gets you anywhere.

Can you make decisions?

- ☐ I can make up my mind in a hurry if I have to. It usually turns out O.K., too.
- ☐ I can if I have plenty of time. If I have to make up my mind fast, I think later I should have decided the other way.
- ☐ I don't like to be the one who has to decide things.

Can people trust what you say?

- ☐ You bet they can. I don't say things I don't mean.
- ☐ I try to be on the level most of the time, but sometimes I just say what's easiest.
- ☐ Why bother if the other fellow doesn't know the difference?

Can you stick with it?

- ☐ If I make up my mind to do something, I don't let anything stop me.
- ☐ I usually finish what I start—if it goes well.
- ☐ If it doesn't go right away, I quit. Why beat your brains out?

How good is your health?

- ☐ I never run down!
- ☐ I have enough energy for most things I want to do.
- ☐ I run out of energy sooner than most of my friends seem to.

Now count the checks you made.
How many checks are there beside the first answer to each question? _____
How many checks are there beside the second answer to each question? _____
How many checks are there beside the third answer to each question? _____

If most of your checks are beside the first answers, you probably have what it takes to run a business. If not, you're likely to have more trouble than you can handle by yourself. Better find a partner who is strong on the points you're weak on. If many checks are beside the third answer, not even a good partner will be able to shore you up.

Creative Business Ownership for Women

Center for Continuing Education for Women at Valencia Community College

Interested In:

- **Owning Your Own?**
- **Being Your Own Boss?**
- **Turning a Craft or Skill Into a Business?**

Women can be successful business owners. To **INSURE** success one must understand what it takes to "make it" as a business owner.

The Center for Continuing Education for Women at Valencia Community College offers informational services and workshops to women interested in starting a business. These services include:

- Assessment of personal strengths necessary for business success
- Assistance in developing the characteristics of the successful business owner
- Seminars and workshops in various aspects of business start-up and business management
- Opportunity to meet other entrepreneurs in the community
- Information on additional resources available in the area
- Counseling and follow-up

To be placed on the mailing list or for more information call the Center at 423-4813 or 299-5000, ext. 3118.

Appendix D

HOW TO START YOUR OWN BUSINESS

COMMUNITY RESOURCES

1. Small Business Development Center (SBDC)
   University of Central Florida
   (305) 275-2796

   Free counseling available
   Monthly, one-day Seminars, "How to Start and Manage your small Business"

2. Service Corps of Retired Executives (SCORE)
   Federal Building, First Floor
   80 N. Hughey Ave.
   Orlando
   (305) 648-6476

   Free counseling available
   Seminars, third Thursday of every month, 10:00 - 12:00 a.m. ($5.00 fee)

3. Public Library (contains a wealth of information and publications)
   Business and Industry section
   "Trade Associations"
   "Encyclopedia of Associations"
   "U. S. Industrial Outlook"
   Standard and Poors, "Industry Surveys"

4. Small Business Administration (SBA)
   Pamphlets and Books available (nominal cost)

5. Bookstores
   Many books available on how to start your own business

6. Chamber of Commerce
   Often has contacts with local businesses who might use your services or can point out unfilled needs in your community. They can also refer you to the appropriate sources who can supply demographic data on the local population to help you determine the potential market for your business.

7. U. S. Department of Agriculture Home Extension Agent
   Stationed in every county in the United States
   Can often furnish practical advice on many aspects of business operation, especially in areas of traditional crafts and specialty food marketing.

Creative Business Ownership for Women
Center for Continuing Education for Women at
Valencia Community College

Appendix E

October 31, 1986

Dear Seminar Participant:

Your participation in the recent "How to Start and Manage Your Small Business," indicates your interest in owning your own business. This letter is to inform you of some additional services and seminars that are available to you if you happen to be single and head of your household.

Because single parents who are responsible for the support of their families have specific needs, the Creative Business Ownership for Women Project at Valencia Community College is providing seminars, referrals, counseling, and follow-up to this group.

For more information about this program, call me at 423-4813. I will be happy to assist you in whatever way possible in your search for a successful business venture.

Most sincerely,

Sherry Barfield
Coordinator
Creative Business Ownership
for Women Project

/lj

PROGRAM SUMMARY

How to start a homebased business
a series of 4 Seminars

Week One:	Introductions Overview of 4-week program Self-assessment Brainstorming Ideas Role Models
Week Two:	How to write a Business Plan Role Models
Week Three:	Advertising and Marketing Legal Issues
Week Four:	Setting up a simple Bookkeeping System IRS Information Small Business Loans Insurance Needs Wrap-up

FEATURES

1. Promotion was conducted through flyers, local newspaper, radio.
2. The Small Business Development Center served as a co-sponsor, supplying speakers for the Business Plan and Advertising segments.
3. All sessions were held at the Displaced Homemaker Center on Tuesday evenings from 7:00 - 9:30 p.m.
4. 43 people participated in the seminars. Attendance ranged from 23 to 37.
5. There were no fees for participation.
6. Emphasis was continually placed on the importance of gaining as much education and experience as possible before starting out.
7. All speakers and role models were women; several were displaced homemakers. Participants enjoyed the role models because they felt they were receiving "first hand" information.
8. Each evening the workshop was evaluated by participants.
9. Participants enjoyed receiving handouts and reference materials.
10. Participants felt they had received enough information to make a wise decision about the feasability of starting and running a homebased business.
11. Participants were invited to join the Women Business Owners Network (established by Creative Business Ownership for Women) to continue their education and receive support from other women business owners.

COMING. . . . .

JANUARY AND FEBRUARY 1987

A NEW SERIES OF SEMINARS

* HOW TO START A HOMEBASED BUSINESS *

at the
Displaced Homemaker Center
423 E. Pine Street
Orlando

HAVE YOU ever considered turning a

. Craft
. Skill
. Interest

into a profitable business?

HAVE YOU ever considered working out of your home?

DO YOU need sound, practical information concerning business ownership?

WOULD YOU be interested in hearing from women who are in business for themselves?

If your answer to any of these questions is <u>YES</u>, these seminars are for you!

TUESDAY evenings:

January 20, 1987	7:00 - 9:30 p.m.
January 27, 1987	7:00 - 9:30 p.m.
February 3, 1987	7:00 - 9:30 p.m.
February 10, 1987	7:00 - 9:30 p.m.

All Seminars held at the
Displaced Homemaker Center
423 E. Pine Street

*** * * TO RESERVE A SPACE, CALL SHERRY BARFIELD AT 628-1976 * * ***

Sponsored by
Creative Business Ownership for Women
at the
Center for Women
at

Job training program offers placement in 3 fields

Valencia Community College is accepting applications for a free training and placement program that will start Jan. 12 and end Feb. 6, with full-time employment beginning Feb. 9.

The program offers classroom instruction and on-the-job paid training in office skills, hospitality and horticulture.

To be considered eligible, an applicant must be at least 16 years old and must have been unemployed for at least 15 of the past 26 weeks, or the person must be a displaced homemaker. A displaced homemaker is a person who was lost a spouse through death, divorce, separation or disability and must now support the household.

Applications will be handled first come, first serve. The applications must be filed by Jan. 8. Those who fit the guidelines and are interested in free job training and placement should call **Sherry Barfield** at the North Center, 628-1976, before Dec. 19 or after Jan. 5.

Janice Paiano
VALENCIA COMMUNITY COLLEGE

■ Creative Business Ownership is offering a series of seminars for women considering a home-based business. Seminars will be held from 7 to 9:30 p.m. at [illegible] Displaced Homemaker Center at [illegible] E. Pine St., Orlando, for four consecutive Tuesdays beginning Jan. 20.

The seminars are free. For registration or details, call **Sherry Barfield** at the North center, 628-1976, before Dec. 19 or after Jan. 5, because the college will be closed during the Christmas holidays.

■ A new course will be offered in Session II. Introduction to Film will allow students to watch movies for college credit. The classes will be held at 7 p.m. Tuesdays and will feature adventure films such as *Robin Hood, Midnight Express,* and silent film stars such as Mary Pickford and Greta Garbo.

Other movies to be presented include *County Hospital, A Poor Little Rich Girl, Tol'able David, Wild Orchids, Top Hat, A Star Is Born, Beauty and the Beast, The Adventures of Robin Hood, The Red Shoes, The Heiress, The Awful Truth, Hair, Somewhere in Time.*

The instructor for this course is **Earl Williams**. For registration details, call the admissions office at 299-5000.

■ The Black Advisory Committee will have its student Incentive Awards banquet at noon Friday in the West Campus cafeteria, 1800 S. Kirkman Road, Orlando.

Eight students, recommended by faculty members, will be honored with an incentive award of $100 each.

Students receiving awards are **Harold Adams III, Valerie Dawson, Lynne Greene, Robert Kraus, Stacey Shaw, Sandra Staaf, Pamela Valentine** and **Antoinette Wynn.**

Janice Paiano is a student at Valencia Community College.

Appendix H

24

18

25

HOMEBASED BUSINESS SEMINAR

February 10, 1987

Creative Business Ownership for Women
Center for Continuing Education for Women
Valencia Community College

Evaluation

Recordkeeping and the IRS
Very Good ✓ Good_____ Fair_____ Poor_____

Financing
Very Good ✓ Good_____ Fair_____ Poor_____

Insurance Needs
Very Good ✓ Good_____ Fair_____ Poor_____

Seminar Series, Overall
Very Good ✓+ Good_____ Fair_____ Poor_____

Please list strong points of the Seminars: Each speaker was professional and had a wealth of information to convey.

Please specify ways this series of seminars could be improved:

Not much.

Have your attitudes changed as a result of these seminars? Please specify.

Definitely. I have options to get started now.

HO 1-5

Entrepreneurship Self-assessment Profile

Instructions: This questionnaire will help you look at your personal background, behavior patterns, and life-style in relation to what is known about entrepreneurs. The questions were designed to represent some of the characteristics studies have shown that entrepreneurs tend to exhibit. Put an X under the response—Rarely or No or Mostly or Yes—that best represents your answer to each question. Be honest—there are no wrong answers. Complete all 50 questions.

		Rarely or No	Mostly or Yes
1.	Do you worry about what others think of you?	____	____
2.	Do you read books?	____	____
3.	Do you take risks for the thrill of it?	____	____
4.	Do you find it easy to get others to do something for you?	____	____
5.	Has someone in your family shared the experience of starting a business with you?	____	____
6.	Do you believe in organizing your tasks before getting started?	____	____
7.	Do you get sick often?	____	____
8.	Do you enjoy doing something just to prove you can?	____	____
9.	Have you ever been fired from a job?	____	____
10.	Do you find yourself constantly thinking up new ideas?	____	____
11.	Do you prefer to let a friend decide on your social activities?	____	____
12.	Did you like school?	____	____
13.	Were you a very good student?	____	____
14.	Did you run with a group in high school?	____	____
15.	Did you participate in school activities or sports?	____	____
16.	Do you like to take care of details?	____	____
17.	Do you believe there should be security in a job?	____	____
18.	Will you deliberately seek a direct confrontation to get needed results?	____	____

HO 1-5

Entrepreneurship Self-assessment Profile—*Continued*

	Rarely or No	Mostly or Yes
19. Were you the firstborn child?	____	____
20. Was your father mostly present during your early life at home?	____	____
21. Were you expected to do odd jobs at home before 10 years of age?	____	____
22. Do you get bored easily?	____	____
23. Are you sometimes arrogant about your accomplishments?	____	____
24. Can you concentrate for extended periods of time on one subject?	____	____
25. Do you, on occasion, need pep talks from others to keep you going?	____	____
26. Do you find unexpected energy resources as you tackle things you like?	____	____
27. Does personal satisfaction mean more to you than having money to spend on yourself?	____	____
28. Do you enjoy socializing regularly?	____	____
29. Have you ever deliberately exceeded your authority at work?	____	____
30. Do you try to find the benefits of a bad situation?	____	____
31. Do you blame others when something goes wrong?	____	____
32. Do you enjoy tackling a task without knowing all the potential problems?	____	____
33. Do you persist when others tell you it can't be done?	____	____
34. Do you take rejection personally?	____	____
35. Do you believe that you generally have a lot of good luck that explains your successes?	____	____
36. Are you likely to work long hours to accomplish a goal?	____	____

HO 1-5

Entrepreneurship Self-assessment Profile—*Continued*

	Rarely or No	Mostly or Yes
37. Do you enjoy being able to make your own decisions on the job?	____	____
38. Did you wake up happy most of your life?	____	____
39. Can you accept failure without admitting defeat?	____	____
40. Do you have a savings account and other personal investments?	____	____
41. Do you believe that entrepreneurs take a huge risk?	____	____
42. Do you feel that successful entrepreneurs must have advanced college degrees?	____	____
43. Do you strive to use past mistakes as a learning process?	____	____
44. Are you more people oriented than goals oriented?	____	____
45. Do you find that answers to problems come to you out of nowhere?	____	____
46. Do you enjoy finding an answer to a frustrating problem?	____	____
47. Do you prefer to be a loner in your final decision?	____	____
48. Do your conversations discuss people more than events or ideas?	____	____
49. Do you feel good about yourself in spite of criticism of others?	____	____
50. Do you sleep as little as possible?	____	____

HOME-BASED BUSINESS

IDEAS TO GENERATE IDEAS

After-School Care

Anniversary Gift Service

Antique Consultant

Apartment Preparation Service

Appraiser

Aquarium Care

Arrowheads and Artifacts

Artist

Arts and Crafts

Astrology

Auto Maintenance

Balloons

Bartering Club

Bathtub and Sink Reglazing

Bed and Breakfast

Bicycle Repair

Boat Maintenance

Book Exchange

Bookkeeper/Clerical Help

Bridal Service

Bumper Stickers

Cakes for Special Occasions

Candle Making

Car Care/Cleaning

Catering

Chauffeur Service

Child Care

China Painting

Cleaning Service

Clipping Service

Collect Junk/Sell Antiques

Concrete Blocks and Molded Concrete

Consulting

Cooking and Writing for Special Diets

Cooking Lessons

Cooking-Sell Your Culinary Creations

Cooking-Wheel a Meal

Co-op Staple Subscription Service

Correspondence/Call Service

Coupon Mailing Service

Dance Instruction

Decorating for Special Occasions

Decoys

Delivery Service

Dog Walking/Exercise

Dolls and Doll Houses

Driving-Errands

Duck Callers

Exercise Classes

Firewood

IDEAS TO GENEATE IDEAS page 2

Flea Markets
Floral Arranging/Decorating
Flower Seller
Fly Tying
Foreign Language Instruction
Furniture Refinishing
Furniture Repair
Furniture Stripping
Game Recipes
Garage Sales
Garden/Landscape Consultant
Gardening, Snow Removal, Handyman
Geneology
Ghost Writing
Gift Shopping
Gift Wrapping
Graffiti
Graphology
Greeting Cards and Post Cards
Greeting Cards Manufacture
Grocery Marketing Service
Handbill Distribution
Hauling Service
Holiday Decorations
House Cleaning
House Painters and Wallpaper Hangers
House Sitting
Hunting/Fishing Guide
Imports
Insurance
Interior Decorating Consultant
Ironing Service
Jewelry Making
Landscaping
Lead-Bullet Manufacturing
Leatherwork
Library Service
Locksmith
Magazine/Newspaper Delivery
Maid Service
Mail Order Books, Etc.
Mineral Claims
Mini-Tours
Mobile Art Gallery
Mobile Barber Shop
Mobile Merchandising
Musician
Music Lessons
Needlework
Neighborhood Directory
Newsletters
Old Battery Reclaiming

IDEAS TO GENERATE IDEAS page 3

Palmistry
Party Planning
Personal Life History
Personal and Office Organizer
Personal Secretarial Service
Personal Shopper
Personalized License-Plate Frames
Pet Grooming
Pet Sitting
Photograph Organizer
Photography
Piano Tuning
Picture Framing
Placement Agency
Plants
Plant Rental/Plant Care
Planter Boxes/Flower Pots
Plastic Repair
Polish and Restore Silver
Pottery
Proofreading
Porcelain Refinishing
Quilt Making
Raise Rabbits or Bullfrogs
Records Organizing
Recover Golf Balls
Refinish Counter Tops
Relocation Specialist
Remailing Service
Renovate and Restore Old Houses
Rent a Grandparent
Repair and Maintain Guns
Repair Fishing Rods
Repair Golf Clubs
Repair Small Appliances
Repair Small Engines
Repair Toys
Research Service
Rubbish Hauling
Rug Making
Security Patrol
Selling at Home Parties
Selling on the Move
Seminar Organizer
Services for the Elderly
Sew/Do Alterations
Shampoo Carpets and Furniture
Sharpening Service
Shopping Service
Shop Sitting for Small Shops
Sign Painting
Sitting - Children, Adults, etc.

IDEAS TO GENERATE IDEAS page 4

Slipcovers
Stained Glass
Stuffed Toys
Swimming Pools and Hot Tubs
Tack Cleaning and Maintenance
Taxidermy
Teacher's Agency
Telephone Answering Service
Telephone Collecting
Tole Painting
Toys
Travel Service for Seniors
Treasure Hunting
Tree Pruning/Trimming
Tropical Fish
T-Shirt Decals
Tutoring
Typing Service
Used Book Exchange
Used Toy Exchange
Vegetables for Sale
Waitress/Waiter/Bartender for Parties
Wardrobe Service
Water Divining
Window Washing
Woodcarving
Woodcrafts
Worm Farming
Write/Tape Autobiographies
Write for Somebody Else
Write Magazine Articles
Write Poetry
Write Resumes

a little more about the center...

The Center is a United Way agency and open to any individual or family who needs help. Hours are 8:30 to 5:00 Monday through Friday. Under the direction of Opal Calhoun, Executive Director, the Community Service Center of South Orange County, Inc. is located at 624 Hoffner Avenue in Orlando, Florida,and can be reached by calling 305-851-6920 or 855-8555.

Community Service Center
624 Hoffner Ave.
Orlando, Florida 32809

you can help with donations of...

FOOD — YOUR TALENTS
CLOTHING — YOUR GIFTS
YOUR TIME — HOUSEHOLD ITEMS

GIFTS TO THE COMMUNITY SERVICE CENTER ARE TAX DEDUCTABLE.

THE NEED IS ONLY EXCEEDED BY THE CONCERN AND CARING OF OTHERS...

People who make things happen

a special thank-you to...

The United Way
The Edyth Bush Foundation
The Bessie D. Ziegler Trust
The City of Belle Isle
The Oak Ridge High Civitan Club
Area Schools
McDonald's of La Quinta
Burger King Store number 1
Sears Roebuck And Co. (E. Colonial Store)
Lions Club, South Orlando
John Calvin Presbyterian Church
Pine Castle United Methodist
First Baptist Church of Pine Castle
Goss Memorial United Methodist Church
Residents of Central Florida

the Community Service Center

we serve peopl in need...

WHAT IS SMILE?

SMILE is a membership organization composed of limited income poor and minority women from the rural and urban areas of Central Florida. Created in 1983 by the Justice and Peace Office, Inc., SMILE emerged as a result of shared concerns of a group of community women who were involved in the public welfare system. SMILE firmly believes in the empowerment of all women and its members are dedicated and committed to bringing about change for the benefit of single mothers and their children.

WHO CAN JOIN SMILE?

Women who are

- AFDC recipients
- Working
- Unemployed
- Students
- Concerned citizens

HOW CAN I JOIN SMILE?

Women who are

- 17½ years or older
- able to share their personal talents with other women
- able to share the story of SMILE with others
- willing to recruit new members
- registered voters
- willing to attend bi-weekly meetings held on the 1st and 3rd Thursdays of each month at

52 E. Main Street
Apopka, Florida

(directly across from the Barnett Bank)

HOW WILL SMILE BENEFIT ME?

Enable you to buy name brand products from SMILE Food-Coop at a low cost.

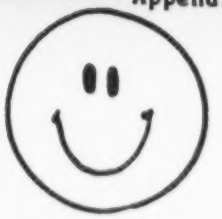
Give you access to free legal services at PLOW offices on 537 S. Central Avenue, Apopka

Afford opportunities to travel and to meet State Representatives and other women's groups

Provide transportation to and from the bi-weekly meetings

Learn organizing and leadership skill training to benefit your own growth and your community

Provide a support group with other women who want to be self-sufficient.



S M I L E

S.M.I.L.E.
SINGLE MOTHERS IN A LEARNING ENVIRONMENT

is

pleased

to

present

POTLUCK SUPPER, Thursday, June 18, 1987, 5:00 p.m.

"STARTING YOUR OWN BUSINESS"
Thursday, June 18, 1987, 6:00 p.m.
M.E. "Micki" Johnson, B.S., M.B.A.

Owning your own business is still the best way to achieve personal and financial independence. This presentation will help you learn the steps necessary in establishing a new business

"HOW TO GET A JOB"
Monday, June 22, 1987, 9:30 a.m. - 11:30 a.m.
Tuesday, June 23, 1987, 9:30 a.m. - 11:30 a.m.
Sheri Murphy

Learn interviewing techniques, how to fill out an application and where to look for jobs.

_ sponsored by:

CCEW
CENTER FOR CONTINUING EDUCATION FOR WOMEN
at Valencia Community College

For further information, visit the Justice & Peace Office, 52 East Main Street, Apopka or call Laura Cook at 889-0100.

Valencia Community College is an equal opportunity institution.

Appendix P

WOMEN BUSINESS OWNERS NETWORK

Sponsored by Creative Business Ownership for Women
at The Center for Continuing Education for Women
Valencia Community College, North Center
1010 N. Orlando Avenue
Winter Park, FL
628-1976

Due to the popularity of "How to Advertise your Business" presented by Jeannie Linders at our last Network Meeting, and.....because you requested it, we will be holding:

ADVERTISING PRACTICUMS

Jeannie Linders, Facilitator

There will be 4 sessions on alternate Tuesday evenings:

April 21 6:30 - 8:00 p.m. North Center	Sales Literature, Brochures, Direct Mail, etc.
May 5 6:30 - 8:00 p.m. North Center	Sales Literature...continued
May 19 6:30 - 8:00 p.m. North Center	Paid Advertisement Print & Electronic
June 2 6:30 - 8:00 p.m. North Center	Public Relations, Promotions

Bring your advertising and promotional samples, questions and problems

---

you continually trying to get the most out of each day and be organized at work and home?????

Then you must attend our next regular Network Meeting

Wednesday, April 22
11:30 a.m.
TIME MANAGEMENT
Presenter, Debra Borysewich

June 3, 1987

Dear Seminar Participant:

Three months ago you attended a series of seminars on "how to start a Homebased Business", sponsored by Creative Business Ownership for Women at Valencia Community College.

We are interested in what you are doing today as it relates to your career status. Would you please complete the short form below and mail it in the enclosed self-addressed, stamped envelope?

Thank you for your participation in this follow-up survey. If I can be of further assistance to you, please call me at 628-1976.

Sincerely,

Sherry F. Barfield
Coordinator, Creative Business
Ownership for Women Project

- -

I am currently:

_____Self-employed in a homebased business

_____Not employed at this time

_____Working for an employer

_____Still considering business ownership, but haven't started yet because_____

_____Interested in attending a network for Women Business Owners and Potential Business Owners

Appendix R

Center for Continuing Educatic
at Valencia Comm

I am currently:

__X__ Self-employed in a homebased business M. Clarke's Executive Cleaning

_____ Not employed at this time

_____ Working for an employer

_____ Still considering business ownership, but haven't started yet because _____

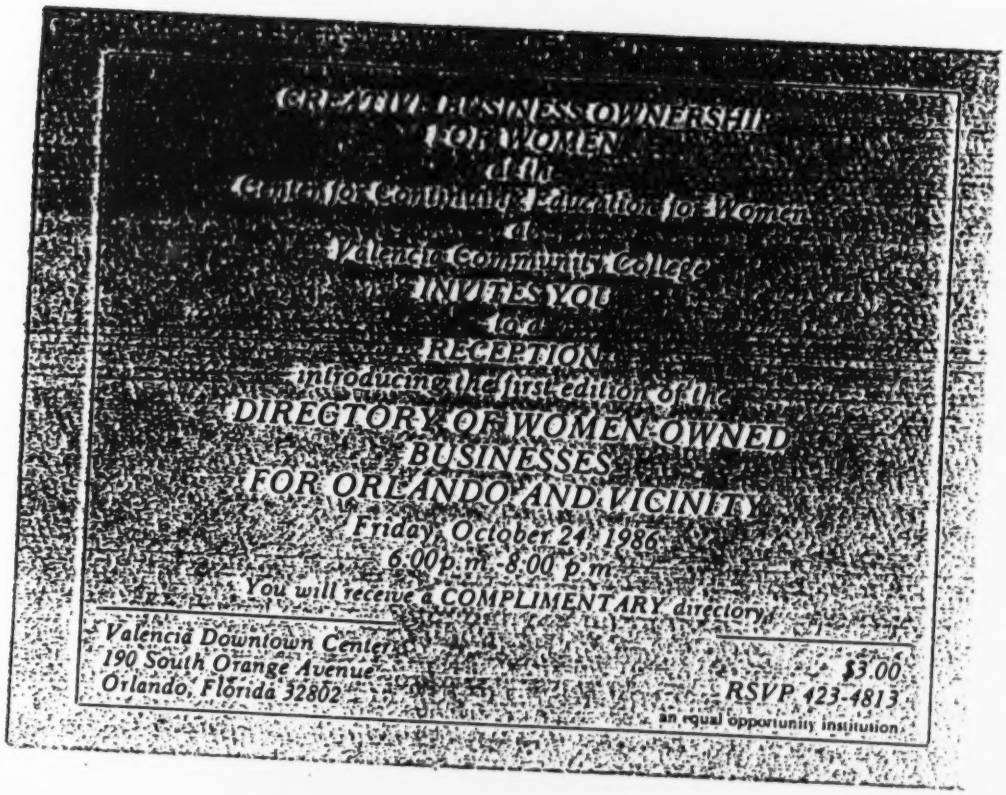
__✓__ Interested in attending a network for Women Business Owners and Potential Business Owners

Enjoyed meeting other women + discussing common problems - made some great contacts + even signed up several clients!

Wendy Hampton McClarke

an equal opportunity institution

Appendix S



BEST COPY AVAILABLE

COMING...

The second edition of the

DIRECTORY OF WOMEN-OWNED BUSINESSES

for Orlando and Vicinity

THE CREATIVE BUSINESS OWNERSHIP FOR WOMEN PROJECT
AT CCEW OF VALENCIA COMMUNITY COLLEGE
IS PROVIDING ANOTHER UNIQUE COMMUNITY SERVICE

YOUR BUSINESS CAN BE LISTED AT NO COST OR OBLIGATION TO YOU!!!

THE PURPOSE OF THIS PROJECT IS:

- To focus attention on the scope and number of women-owned businesses in the community
- To provide directory information to those individuals interested in patronizing women-owned businesses
- To encourage "networking" among women business owners and those women interested in starting their own businesses

Your participation will provide your business with valuable advertising!
To participate, just fill out the self-addressed, stamped form provided below and drop in the mail by **March 31. For more information call Sherry Barfield at 628-1976.**

(Funding provided by a grant from Vocational Education, State of Florida)

Don't miss this great opportunity - MAIL TODAY!

☐ - make sure the business below is included in the directory.

☐ - the business below is listed in the first edition. Please include it in the second edition. (Indicate any changes)

Business Name _____
Please print or type

Business Address _____ City _____ Zip _____

Business Phone _____

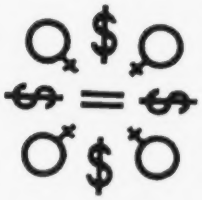
Briefly Describe Your Business: Service/Product _____

_____

Owner's Name _____

Directory of

Women Owned Businesses



Orlando and Vicinity

Developed by
Creative Business Ownership
for Women Project

at
the Center for Continuing
Education for Women

at
Valencia Community College

WOMEN BUSINESS OWNERS

The Creative Business Ownership for Women Project invites you to attend the first . . . .

ORGANIZATIONAL MEETING
of the

WOMEN BUSINESS OWNERS NETWORK

Please come and share your ideas. Networking is not only the art of making and using contacts, but it is an effective way for entrepreneurs to survive and become successful.

December 3, 1986 7:00 p.m.

NORTH CENTER
VALENCIA COMMUNITY COLLEGE
1010 N. Orlando Avenue
Winter Park, Florida 32789
628-1976

DIRECTIONS: *½ block North of the Winter Park Mall*
From 17-92, turn East on Webster ½ block then North on Galloway (by Volvo Store) Entrance is on Galloway - Parking available across the street in parking lot.

Valencia Community College
P.O. Box 3028
Orlando, Florida 32802

the Valencia Advantage!

Non-Profit Organization
U. S. POSTAGE
PAID
Permit No. 3678
Orlando, Florida

An Invitation

* Valencia Community College is an equal opportunity institution.

Appendix W

W B O N

WOMEN BUSINESS OWNERS NETWORK

Sponsored by Creative Business Ownership for Women
at The Center for Women
at Valencia Community College
in cooperation with the Women's Business Educational Council, Inc.

Mark your calendars for **FEBRUARY MEETING TIMES & LOCATIONS!**

February 9, 1987	All Saints Episcopal Church
Monday, 6:30 p.m.	Winderweedle Center
Program begins at 7:00 p.m.	428 S. Interlachen
	Winter Park

PROFESSIONAL IMAGE CREDIBILITY & BUILDING A WORKING WARDROBE

presented by Debra Borysewich - Debra has a B.S. in Fashion Design and Home Economics and has extensive experience as a clothing designer and retail store manager.

February 18, 1987	Valencia, North Center
Wednesday, 11:30 a.m.	1010 Galloway - Room 117
Program begins at 12:00	Winter Park

DALE CARNEGIE SALES WORKSHOP

presented by Barbara Dunn

Tentative Schedule for **MARCH, APRIL AND MAY:**
(Locations for evening meetings will be announced at a later date)

March 2, 1987	Build a Professional Team to back you up
Monday, 6:30 p.m.	June Wallace
March 18, 1987	Wellness - Susan Stone
Wednesday, 11:30 a.m.	Massage Therapy - Iris Castanon
North Center	Fitness/Exercise - Sandra Hoffman
April 6, 1987	Advertising - how to/press releases/cost
Monday, 6:30 p.m.	
April 22, 1987	Time Management
Wednesday, 11:30 a.m.	Debra Borysewich
North Center	
May 4, 1987	Business Communications
Monday, 6:30 p.m.	how to get beyond the secretary
	business letters/effective sales
May 20, 1987	Money and You
Wednesday, 11:30 a.m.	Kathy Sorenson
North Center	

For more information, call Coordinator Sherry Barfield at 628-1976.
There are no charges for participation.

Appendix X-1

WOMEN BUSINESS OWNER'S NETWORK

NOTE: We want to give you the best possible network organization. To do that we need your feedback. All of your responses will be kept strictly confidential. Circle the best response.

1. Are you presently:
   a. employed full time
   b. employed part time
   c. not employed
   d. self-employed
   e. other: (please specify)

   _____

2. Of the following categories, which one best reflects the type of work experience you have had most?
   a. managerial
   b. non-managerial
   c. other: (please specify)

   _____

3. Which of the following best reflects your individual annual income?
   a. less than $10,000
   b. $10,000 to $15,000
   c. $15,000 to $20,000
   d. $20,000 to $30,000
   e. greater than $30,000

4. Which of the following categories best reflects your age?
   a. under 20
   b. 20 to 25
   c. 26 to 35
   d. 36 to 50
   e. over 50

5. Are you presently?
   a. single
   b. married
   c. displaced homemaker (a woman who was formerly dependent on another, who through divorce, separation, disability or death of a spouse has become head of a household and needs to become self-supporting)
   d. other: please specify

   _____

6. Do you presently have children living at home with you?
   a. yes
   b. no

7. Have you ever owned your own business?
   a. yes
   b. no

8. Please circle the number of years of education you have completed on the following scale:

   Less than: College Post-graduate

   8 9 10 11 12 13 14 15 16 17+

9. Which of the following categories best reflects your race?
   a. black
   b. white
   c. hispanic
   d. other: please specify

   _____

10. What is your primary motivation for starting or wanting to start a business?
   a. To make money
   b. I don't like working for someone else
   c. to be famous
   d. as an outlet for excess energy and time
   e. other: please specify

   _____

11. You are the _____ child in the family:
   a. oldest
   b. middle
   c. youngest
   d. only
   e. other: please specify

   _____

12. How did you hear about the Women Business Owner's Network?
   a. from a friend
   b. direct mail pamphlet
   c. local newspaper
   d. radio or tv announcement
   e. other: please specify

   _____

13. What category best reflects your type of business?
   a. production (including custom or contract production services, i.e. construction and building trades, general contractors including repairs, manufacturing including printing and publishing, mining an mineral extraction)
   b. agricultural services, forestry and fishing
   c. wholesale trade - selling goods to other businesses, government or institutions, i.e., durable goods, including machinery, equipment, wood, metals, etc, nondurable goods including food, fiber, chemical, etc.
   d. retail trade - selling goods to individuals and households, i.e. food, beverages, and drugs, automotive & service stations, general

merchandise, apparel and furniture, building, hardware and garden supply
e. real estate, insurance, finance and related services
f. transportation, communications, public utilities and related services
g. services (providing personal, professional and business services, i.e. laundry and cleaning services, business and/or personal services, personal services, automotive services, miscellaneous repair except computers, medical and health services, amusement and recreational services)
h. other: please specify

_____

19. Please list the topics you would like to see presented at our bi-monthly meetings:

_____

_____

_____

_____

1. Interpersonnel Issues

- Self-Image
- Family
- Social Barriers
- Networking
- Financial Planning

2. Business Planning

- Business Type:
  Homebase, Franchise, Start-up, Buy-Out
- Business Management
- Business Plan
- Growth
- Small Business Sources of Assistance

3. Marketing

- Marketing Strategy
- Market Research
- Target Market
- Competition
- Distribution System
- Location Analysis
- Promotion
- Public Relations
- Product/Service Pricing
- Sales Techniques
- Advertising
- Client/Customer Policies

4. Personnel Management

- Staffing
- Contracts
- Compensation Policies
- Training
- Leadership Style

5. Financing

- Budgeting
- Sources of Funds
- Cash Management
- Investment
- Professional Relationship with a Banker
- Financing Opportunities
- Venture Capital

6. Accounting

- Bookkeeping Systems
- Management Information and Control System
- Financial Statements
- Financial Ratios and Analysis
- Tax Recording
- Credit and Collections
- Professional Relationship with a CPA

7. Insurance

- Insurance Policies
- Insurance Agents

8. Production/Operations

- Suppliers
- Capital Equipment
- Computers
- Subcontracting
- Production

9. Legal Aspects

- Organizational Structure
- Licenses
- Real Estate
- Credit Rights
- Patents, Copyrights, Trademarks
- Professional Relationship with a Lawyer

10. Political Aspects

- Government as a Customer
- Government as a Resource
- Legislation and Regualtions
- Federal, State and Local Business Environments

11. International Operations

- International Markets
- Export Opportunities
- Financing Exports

ADVISORY BOARD-NOVEMBER 25, 1986

I. Introductions

II. CCEW & programs

III. Background on CBO

IV. Directory

V. network - Women Business Owners Organizational meeting Dec. 3rd

IV. Series of 4 seminars begin January 20th

V. Rural outreach (most difficult) input from board
(cleaning service, car washing)

VI. Counseling and referrals, presentation to DH and JS classes

VII. No meeting Dec or Jan

ADVISORY BOARD-MARCH 10, 1987

I. Report on 4 seminars
   distribute evaluations
   Follow-up conducted end of May

II. Report on success of Women Business Owners Network
   appreciation of those attending

III. Update Directory - problem of no printing money

IV. Revisit rural outreach
   April 30th - presentation to 30 rural women in Taft
   introduce idea of botique at Pinecastle
   Community Service Center
   Very simple business plan

V. Voc. Ed. Leadership Conference - Homebased Seminar presentation

VI. Will notify of next meeting by letter

ADVISORY BOARD-MAY 5, 1987

I. Appreciation to members for advice, assistance, involvement

II. Updates on:
   1. Network
   2. Advertising practicums for business owners
   3. April 30th rural outreach presentation
      Nikki Gayle - Small Bus Consultants

III. Women Business Owners Survey mailed out for 2nd edition of directory

IV. Final reports due end of month - discuss overall success of project

V.

Jan Wallace
Peg Nelson
Joan Mulligan

Nancy Foster 886-6909
Appka - Aramics

Andrea Browning
3D
Sculptured yarn pictures

call Janet's Office for phone #.

52 students selected for 'Who's Who'

The 1987 edition of *Who's Who Among Students in American Junior Colleges* will include the names of 52 Valencia Community College campus leaders.

Campus nominating committees and editors of the annual directory have included the names of these students based on their academic achievement, service to the community, leadership in extracurricular activities and potential for continued success.

They join students selected from more than 1,400 educational institutions in the United States, the District of Columbia and several foreign countries.

Valencia students named this year are: Nancy Baines, Edwin Baltazar, Karen Barrett, Lionel Bessudo, Valania Bonifay, Mario Carrillo, James Claassen, Doris Davies, Catherine DuFour, William T. Ewing, Jeff Fetsko, Filimor Fillippu, Ralph Gore, James Henn, Karen Howat, Debbie Jenkins, Nancy Jones, Robert A. Jones, Sharon Key, Kelle Kerr, Kenneth King, Tricia Kirkland, Randy Kotchman, Randy Leone, Karen MacArthur, Elaine Matthews, Dean Mosley, Jessica Murphy, Mindy Nance, George Nettles, Nan Norris, Danielle J. Pedro, Natasha Perinchief, Deirdre Perry, Yvonne Piper, Ramona Ramos, Kelly Reichenbach, Mark Richmond, Fred Schneader, Kimberly Shepard, Michael Shumack, Katerina Unzicker, Ronald Valad, Vicki Vansickle, Sherrie Von Lindern, Marjorie Waller, Donnie Webb, Larry Webb, Deborah Witt, Melanie Woods, Antoinette Wynn and Maria Zifos.

■ Valencia Gallery curator Judith Page has invited artists from throughout the South to submit a wrapped holiday gift package for exhibition at Valencia's East Campus Performing Arts Center Gallery. The packages will be empty, but viewers will be asked to imagine what they might contain from the artists' choices of wrappings, size, shape and mysterious rattles of the packages. The exhibition, titled "Southern Fried ... Presents," will open on Monday and run through Dec. 19 and again from Jan. 5-22, at the gallery, 701 N. Econlockhatchee Trail, just off the East-West Expressway in Orlando.

Janice Paiano

VALENCIA COMMUNITY COLLEGE

Participating artists include Michelle Tuegel, Clearwater; Bill Schaaf, Gainesville; Fran and Paul Rutkovsky, Tallahassee; Jufy McWillie, Athens, Ga., Joel Loguidice, Nashville, Tenn.; Carol Cornelison, Miami; Bill Burke, Coconut Grove; and Grady Kimsey, Henry Sinn, Cheryl Bogdanowitsch, Winter Park.

■ Copies are now available for the first edition of a directory of women-owned Orlando area businesses. The directory, produced by the Creative Business Ownership for Women Project at Valencia's North Center, attempts to focus attention on women-owned businesses by providing listings of the businesses and encouraging cooperation among women business owners and those women interested in starting their own businesses.

Copies by mail are available by sending $3 to CCEW, P.O. Box 3028, Orlando, Florida, 32802. The directory also can be obtained at the North Center's new location at the Corporate Square Complex, 1010 N. Orlando Avenue, Winter Park.

Mrs. Fisher stated that the Creative Business Ownership Seminar had approximately 50 attendees.

FACULTY ASSOCIATION:

Mrs. Nicholson announced the outcome of elections at the last Open Campus Faculty Association meeting as follows:

Ruth Nicholson, President
Margo Godfrey, Vice President
Vera Poitier, Secretary

Mrs. Nicholson mentioned that Dr. Gross attended the November meeting, where he discussed GPA/CLAST scores with faculty members. The next meeting of the Open Campus Faculty Association will be held on December 11, at 2:00 p.m. at the North Center.

CONTINUING EDUCATION:

Dr. Kinser apprised the staff of the status of the Osceola Campus with regard to the substantial completion.

BUSINESS AND INDUSTRY SERVICES:

Mr. Love reported that the noncredit schedule has gone to print. Dr. Gross and staff congratulated Mr. Love and Ms. Tyner on their efforts to get this project completed within the timeframe.

Mr. Love reported that the Real Estate and Parenting programs have depleated their budgets. Dr. Gross will be asking finance for additional monies to carry these programs through June 30, 1987.

Mr. Love and Dr. Beninati met with Dr. Juge of UCF regarding the South Center. It is expected that the Open Campus will have classes there begining in January.

GOVERNMENTAL SERVICES:

Mr. Milke updated the staff on the agreement with Orange County Public Schools regarding our joint-employee, Paul Marko.

Mr. Milke will be meeting with Dale Perkins, the owner of the Floridian Hotel to clarify the hotel's financial situation.

WORD PROCESSING:

Ms. Tyner mentioned that a decision should be made regarding the open secretarial position by the end of the week.

Dr. Gross asked Ms. Tyner to research and report to him regarding a telefacimile machine.

ıge 5.-THE ORLANDO TIMES Thursday, October 23, 1986

Extra! Extra! Read All About Women-Owned Business In Orlando

Did you know that:

—Nearly one-fourth of all businesses are owned by women;

—Florida ranks fourth among the 50 states in the number of businesses owned by women;

—350 women owned businesses in Orlando and vicinity are listed in the first edition of The Women Owned Business Directory.

The Directory will be made available for the first time, at a reception 6 pm. - 8 p.m., on Friday, October 24, at the Valencia Community College Downtown Center, 190 S. Orange Ave.

It can be obtained by those paying $3 each to attend the conference in the Jerry J. Chicone Community Conference Room.

Femme Page 2, Thursday, November 6, 1986

WOMEN-OWNED BUSINESS DIRECTORY

Creative Business Ownership for Women, a project at the Center for Continuing Education for Women (CCEW) at Valencia College, has introduced the first edition of **The Women-Owned Business Directory.**

Women own nearly one-fourth of all businesses and Florida ranks fourth in the nation for women-owned companies (according to the US Census Bureau). Over 350 women-owned businesses in Orlando and the vicinity are listed in the directory. For more information call Sherry Barfield at 423-4813.

Page 8, THE ORLANDO TIMES Thursday, October 30, 1986

Free Health Tests

Free health profile tests and evaluation assessments will be available Saturday, November 8 from 10:00 A.M. to 3:00 P.M. at Marks Street Senior Center. The Tests, sponsored by the Florida heart group and Valencia Community College open campus, are directed by Dr. Frank Rohter. Call 843-1469.

Femme Page 2, Thursday, December 18, 1986

IOMEBASED BUSINESS

Have you ever considered rning a Craft, Skill, Interst into a profitable busiess or considered working ut of your home? Do you eed sound, practical inforation concerning business wnership and would you be terested in hearing from omen who are in businss r themselves?

If your answer to any of ese is yes, then these minars are for you on uesday evenings Jan. 20, ; and Feb. 3 and 10, 1987 om 7 to 9:30 pm at the Disaced Homemaker Center, 23 E. Pine St., Orlando. To reserve a space call erry Barfield at 628-1976. ere are no charges for rticipation.

December 25, 1986, NEWS-GAZETTE, Page B3

Business seminar for women

Creative Business Ownership at Valencia Community College is offering a new series of seminars designed for women who want to explore the possibility of a home-based business. Seminars will be held at the Displaced Homemaker Center at 423 E. Pine Street in Orlando, for four consecutive Tuesdays beginning Jan. 20. All sessions will be held from 7 to 9:30 p.m.

There is no charge for these seminars. For registration or further information, call Sherry Barfield at Valencia's new North Center at 628-1976. Call before Dec. 19 or after Jan. 5, as the college will be closed for the Christmas holidays between those dates.

Page B10, NEWS-GAZETTE, Thursday, January 15, 1987

Business seminar for women

Creative Business Ownership at Valencia Community College is offering a new series of seminars designed for women who want to explore the possibility of a home-based business. Seminars will be held at the Displaced Homemaker Center at 423 E. Pine Street in Orlando, for four consecutive Tuesdays beginning Jan. 20. All sessions will be held from 7 to 9:30 p.m.

There is no charge for these seminars. For registration or further information, call Sherry Barfield at Valencia's new North Center at 628-1976. Call before Dec. 19 or after Jan. 5, as the college will be closed for the Christmas holidays between those dates.

8 THIS WEEK IN OSCEOLA COUNTY January 10, 1987

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December 25, 1986 THE TIMES Page 11A

Home-based business seminar for women

Creative Business Ownership at Valencia Community College is offering a new series of seminars designed for women who want to explore the possibility of a home-based business. Seminars will be held at the Displaced Homemaker Center at 423 E. Pine Street in Orlando, for four consecutive Tuesdays beginning January 20. All sessions will be held from 7:00 to 9:30 p.m.

If you have ever considered turning a craft, skill or interest into a business, Home-Based Business will give you everything you need to know to set up a business in your home.

There is no charge for these seminars. For registration or further information call Sherry Barfield at Valencia's new North Center, 628-1976. Call before December 19 or after January 5, as the college will be closed for the Christmas holidays between those dates.

THIS WEEK IN OSCEOLA COUNTY January 10, 1987 17

Business seminar sponsored

Valencia Community College's Open Campus Small Business Development Center, the University of Central Florida Small Business Administration and the Kissimmee/Osceola Chamber of Commerce are offering a seminar for business and industry. The three-hour seminar will be held Jan. 15, from 9 a.m. to noon at the Kissimmee/Osceola Chamber of Commerce, 320 E. Monument Avenue, Kissimmee.

Persons with career aspirations, desiring upward mobility, looking to improve life professionally and personally will benefit from this seminar. Topics covered will include success comes from belief, expectations, attraction, concentration, practice and relaxation.

Faye L. Hobbs, founder of the Human Potential Research and Development Center in Orlando, will be presenting the program.

There is a $25 fee for the seminar. The last date registration will be accepted is Jan. 14.

For further information, contact the Kissimmee/Osceola Chamber of Commerce at (305) 847-3174.

BEST COPY AVAILABLE

Volume I Issue 1 June 16, 1987

The Link

What Did You Miss?

We would like to express our appreciation to our speakers. Since January, the following people have shared their expertise with us:

In January, Nicki Johnson, Innovative Resource Management, spoke on "How to Network".

In February, Debra Borysewich, Marquelle, Ltd., spoke on "Professional Image Credibility and Building a Working Wardrobe". Barbara Dunn, Ken Roberts Corp., conducted a Dale Carnegie Sales Workshop.

In March, June Wallace, HL Financial Group, told us how to "Build a Professional Team to Back You Up". Susan Stone, S.C.O.P.E., discussed "Wellness". Iris Castanon, Iris Center for Massage Therapy, talked about massage therapy. Sandra Hoffman, Central Florida Fitness, Inc., spoke on "Fitness/Exercise".

In April, Jeanie Linders, The Linders Group, Inc. shared tips on advertising workshops. Nicki Johnson, Innovative Resource Management, discussed time management.

In May, Ruth Polley, Words Unlimited, spoke on "Business Communications". Katherine Sorensen, Sorensen Accounting and Financial Management Services, Inc., spoke on "Money and You".

The first meeting in June, Kim Sheeter, "Field Observer", spoke on "How to Work with Jerks".

Networking

Networking is a method of information exchange perfectly suited to our entrpreneurial era. To the networker, every stranger represents an opportunity, the chance to find prospects, reach targets or make new friends. Networking can change your whole concept about what it takes to succeed.

Networking tip of the month: MEET AS MANY PEOPLE AS YOU CAN! A distinguishing characteristic of self made millionaires is that they network everywhere; all the time: at business conferences, with their neighbors, in airports... at WBON meetings!

Getting To Know You

The V.B.O.N. (Women Business Owners Network) provides networking opportunities , educational tools, and support for women who own their businesses or who are interested in starting their own business.

The meetings are instructional as well as supportive, lending valuable information in an informal atmoshpere to those women pursuing an entrepreneurial career.

The V.B.O.N. meets monthly on the first Monday in the evening and the third Wednesday at the lunch hour. There is no fee to become a member or to attend the meetings.

For more information regarding the Women Business Owners Network and related programs offered by Valencia, contact Sherry Barfield, Network Coordinator, at the Valencia North office; telephone: 628-1976.

Showcase is an opportunity for our members to get to know eachother in a more in depth fashion. Showcase features are chosen by a random drawing of business cards from those attending the meetings.

Each quarter, two Showcase selections will be made and interviewed for the next quarter's issue of "The Link". Come and submit your business card! You and your business may be featured in our next issue!

Showcase

Kay Keeling

Can you replenish naturally what daily stress takes away from your body, skin, and mental attitude?

Questions such as this sparked Kay Keeling to research the science of esthetics; the study of beauty. Far from chasing the illusive fountain of youth, Kay found an exciting arena of health related services using natural means to benefit the body.

Kay began studying esthetics thirteen years ago in Houston, Texas. She was working as an occupational therapist and going to flea markets on the weekends selling aloe vera products. In order to learn more about natrual herbs and cosemetics, she went to cosemetology school. It was there Kay specialized in facials and became a licensed esthetician.

Kay began her own business early in 1986, after living in Orlando for seven years. At the time, Kay was working for a salon and had built up a steady clientel base. The move from the security of a salon to opening the Skin Therapy Clinic on her own was the realization of a long time goal.

"Having my own business was not something I decided, really, it's just something I've always wanted to do," Kay explains. "I enjoy creativity...so I wanted to create my own enviornment that would be relaxing for my clients. I had a lot of ideas from the salons I had worked that I felt I could improve on with my own business."

Kay's services include body wraps, facial treatments, non- surgical face lifts, hand treatments, color analysis, and waxing.

The Women Business Owners Network was introduced to Kay by a friend in February of this year. Kay views the Women Business Owners Network as a great support group.

"You can hear what other people are going through and it helps to motivate you and helps you to see the advantages of being in your own business," said Kay.

Kay's personal goals include traveling to Europe to study european skin therapy techniques. She also looks forward to studying more about other health related services and relaxation techniques to enhance her business.

Kathleen Bonnie Attanasi

A classic example of the entrepreneurial spirit, Kathlleen Bonnie Attanasi is a musician and owner of Harpthrobs Entertainment, an entertainment agency.

"People would call me for jobs, and I couldn't do them, so I started booking other people," Kathleen said, describing how she became a woman business owner a year and a half ago.

Harpthrobs Entertainment provides any type of music for any occasion, including conventions, weddings, business and social functions. Kathleen reminds network members to remember live music when planning entertainment for that special client.

Five nights a week, Kathleen sings and plays the harp in the Empress Lilly Lounge at the Walt Disney World Village. Her performing experience has taken her to Ireland, Hong Kong, Japan, and Finland. Recently she did a tour on the S.S. Rotterdam in the South Pacific, where she and her husband were married.

Besides running a successful business and being an entertainer herself, Kathleen finds time to teach music appreciation at Valencia. She holds a B.A. in Music from Indiana University, and a Masters in Music from the Catholic University of America in Washington, D.C. Not content with that, she has completed approximately half of the requirements for an M.B.A. at the University of Central Florida.

Kathleen is pleased with the benefits she has received from the Women Business Owners Network. Besides appreciating the informative speakers, she has done business with other Network members. After all, that's part of what networking is all about.

Upcoming Programs

Congratulations to the women business owners and potential business owners who have been attending WBON. You desrve recognition for your professionalism, enthusiasm, and especially the support you offer each other.

We have an exciting agenda ahead of us, and I hope to see you at all of our meetings.

Sherry Barfield

Wednesday, June 17 - Jan Leach, Janus College & Career Placement, Winter Park. Topic: "Handwriting: A Clue to your Strengths" - Our handwriting is a clue to some of our strengths and weaknesses, so learn more about yourself.

Monday, July 6 - Janice Springfield, Sun Bank, Senior Vice- President - Business Development. Topic: "Getting the Right Bank and Banker" - Everything you need to know about banking.

Wednesday, July 15 - Karen Lyndsford, Branch Manager, C & S Bank. Topic: "Enterprise Banking" - C&S's approach to a Small Business Loan, not only to include initial application but a counseling session

Monday August 3, - Laura Quigley, DeWolf, Ward & Morris, P.A. Topic: "Legal Aspects of Starting a Business" - The legal aspects that pertain to small business, including attorney-client relations.

Wednesday, August 19 - Nancy Kimbrell C.P.A., Kane and Associates. Topic: "Record Keeping Made Simple" - The information needed to actually set up your books for a small business.

Mark Your Calendar

June 1987

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July 1987

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August 1987

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30	31					

Special Thanks

A special thanks to Jeanie Linders, President of the Linders Group, Inc., for conducting our Tuesday evening advertising workshops for WBON members. Her expertise is greatly appreciated.

Other programs offered at the Center for Continuing Education for Women:

- Self Assesment and Career Exploration
- Resume' Writing
- Interviewing Skills
- WIN - Women in Management Communication
- BWIN - Black Women in Management Network
- Job Search Project - Two-week employment ability skills and confidence building course
- NOTE - Non- traditional options for training and employment
- Job Bank and Job Internship Programs

For Information on these programs, call the VCC North Center at 628-1976.

Selected artwork by
Armen J. Silverbach, Graphic Artist
898-4580

"The Link"
is prepared by
Advantage Communications, Inc.
Providing the community with
newsletters, press releases, brochures
and much, much more!
J. Beth Rogers Jackie Denalli
(305) 767-4608

Women Business Owners Network
Center For Continuing Education For Women
Valencia Community College
P. O. Box 3028
Orlando, FL 32802

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OSU The Ohio State University

THE NATIONAL CENTER FOR RESEARCH IN VOCATIONAL EDUCATION

1960 Kenny Road
Columbus, Ohio 43210-1090

Phone: 614—486-3655
Cable: CTVOCEDOSU/Columbus, Ohio

October 22, 1986

Mrs. Sherry Barfield
Coordinator
Creative Business Ownership
for Women
Valencia Community College
190 S. Orange Ave.
PO Box 3028
Orlando, FL 32802

Dear Sherry:

On behalf of the National Academy for Vocational Education, the National Entrepreneurship Education Consortium, the United States Association for Small Business and Entrepreneurship, and the U.S. Small Business Administration, I thank you for joining us for the Fourth Annual Entrepreneurship Education Forum. Your active participation in the program contributed to the overall success of the Forum. I trust you returned home with a greater number of contacts and resources to assist you as you deal with the current and future demands on entrepreneurship education.

Enclosed is a copy of the final participant list so that the dialogue initiated at the Forum may continue. Next year's Forum will be held June 18-19, 1987 in Washington, D.C. The date and location changes were made to give Forum participants the opportunity to participate in the National Federation of Independent Business' once-every-four-years conference, which starts June 21. The Forum's Call for Presentations should be distributed in early January, 1987. I encourage you to look for that brochure and submit a proposal. If I or anyone here at the National Center can be of assistance to you, don't hesitate to call on us. I hope to see you at the 5th Annual National Entrepreneurship Education Forum.

Sincerely,

Larae Watkins

Larae Watkins
Program Associate
The National Academy for
Vocational Education

LW/dlk

Enclosure

Creative Business Ownership for Women Funding

Personnel		$28,500.00
1 Part-time coordinator 2 Part-time project assistants		
Travel		500.00
Materials and Supplies		800.00
	Total	$29,800.00